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**TRANSMITTAL
FORM***(to be used for all correspondence after initial filing)*

Total Number of Pages in This Submission

14

Application Number

09/737,841

Filing Date

December 14, 2000

First Named Inventor

Gordon

Art Unit

3623

Examiner Name

Romain Jeanty

Attorney Docket Number

SEDN/308 (19880003900)

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Incomplete Application☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a
Provisional Application☐ Power of Attorney, Revocation
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) _____☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board
of Appeals and Interferences☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☐ Other Enclosure(s)
(please identify below):**Remarks**

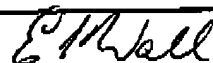
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm

Patterson & Sheridan, LLP

Signature



Printed Name

Eamon J. Wall

Date

11/29/05

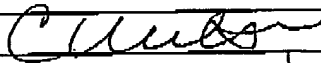
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No.

39,414

CERTIFICATE OF TRANSMISSION/MAILING

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C. Wilson

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

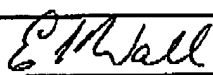
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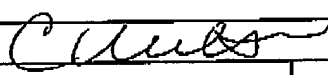
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/737,841	RECEIVED CENTRAL FAX CENTER NOV 29 2005
	Filing Date	December 14, 2000	
	First Named Inventor	Gordon	
	Art Unit	3623	
	Examiner Name	Romain Jeanty	
Total Number of Pages in This Submission	Attorney Docket Number	SEDN/308 (19880003900)	

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) ____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Patterson & Sheridan, LLP		
Signature			
Printed Name	Eamon J. Wall		
Date	11/29/05	Reg. No.	39,414

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Signature		
Typed or printed name	C. Wilson	Date 11/29/05

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PATENT APPLICATION

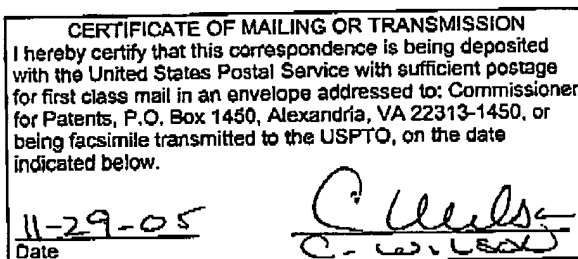
Applicant(s): **Donald F. Gordon et al.**

Case: **SEDN/308** Group Art Unit: **3623**
(19880003900)

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**



MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. 1.111

SIR:

This is in response to the non-final Office Action mailed September 2, 2005.

The Commissioner is authorized to charge any fees due, including claim fees
and extension of time fees, required to make this filing timely and complete to
Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.